



AGENDA ITEM REPORT

DATE: September 6, 2022
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Approve Contract Amendment for Tourism Advertising, Program Planning, Creation & Implementation

I. MOTION REQUESTED

A) Approve Amendment No. 1 with MMGY Global, LLC, under Solicitation No. RFP210140BAG, VCB Tourism Advertising, Program Planning, Creation & Implementation, to add the negotiated and agreed upon budget for the 2022-2023 Fiscal Year to the contract. The amendment will increase the contract amount by \$1,500,000.00 annually, with total anticipated expenditures in the amount of \$14,059,715.00

B) Authorize the Chair to execute any documents associated with the Amendment on behalf of the Board of County Commissioners.

II. ITEM SUMMARY

This item approves a contract amendment with MMGY Global, LLC, under the solicitation for VCB Tourism Advertising, Program Planning, Creation & Implementation, to add the negotiated and agreed upon budget for the 2022-2023 Fiscal Year to the contract. The amendment will increase the contract amount by \$1,500,000.00 annually, with total anticipated expenditures in the amount of \$14,059,715.00. Total expenditures during Fiscal Year 2021-2022 are anticipated to be \$12,559,715.00. The terms of the agreement stipulate that the terms contract's Fee Schedule are renegotiated annually. The allocations reflected in this amendment allow Lee County to maintain a dynamic, progressive, and effective tourism marketing campaign in a competitive climate, ensuring the visitor economy continues to contribute to smart growth as envisioned in the County's 2022 Strategic Plan.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

On September 7, 2021, the Board of County Commissioners awarded RFP210140BAG, VCB Tourism Advertising, Program Planning, Creation & Implementation, to MMGY Global, LLC to provide professional marketing services, on an as needed basis. The original term of the contract was for one (1), three (3) period with an option to renew, in whole or in part, for a renewal term or terms not to exceed the initial contract term of three (3) years.

The contract stipulated that the Parties are obligated to renegotiate the terms of the contract's Fee Schedule annually.

B) Policy Issues

C) BoCC Goals

Strategic Priority - Tourism

D) Analysis

The Lee County VCB is the official marketing and promotional agency for visitation to Lee County. The organization brands and markets the area as "Fort Myers – Islands, Beaches and Neighborhoods" and is funded by the 5% tourist tax on short-term accommodations commonly known as the bed tax. The VCB contracts with a professional marketing firm to effectively evaluate, develop, and execute an integrated advertising and marketing campaign to promote Lee County to its worldwide markets.

Since September 1, 2011 MMGY Global, LLC has been the awarded marketing firm that Lee County VCB utilizes for tourism advertising, program planning, and creation and implementation.

On September 7, 2021, the Board approved a contract under the formal solicitation RFP210140BAG to MMGY Global, LLC, as the incumbent vendor. The awarded contract was for an initial term of three years with three additional, one-year renewals; the fees are negotiated annually.

The allocations reflected in this amendment allow Lee County to maintain a dynamic, progressive, and effective tourism marketing campaign in a competitive climate, ensuring the visitor economy continues to contribute to smart growth as envisioned in the County's 2022 Strategic Plan.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$14,059,715
B)	Is this item approved in the current budget?	Yes
C)	Is this a revenue or expense item?	Expense

D)	Is this Discretionary or Mandatory?	Discretionary
E)	Will this item impact future budgets? If yes, please include reasons in III(D) above.	No
F)	Fund: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.504810	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments:	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

October 1, 2022 (FY2022-2023)

VII. FOLLOW UP

ATTACHMENTS:

Description	Upload Date	Type
MMGY Budget Revision & Increase AM1	8/29/2022	Agreement
Signature Authority	8/29/2022	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Tucker, Mary	Approved	8/29/2022 - 4:27 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	8/29/2022 - 4:34 PM
Budget Services	Guttery, Angela	Approved	8/30/2022 - 9:13 AM
Budget Services	Winton, Peter	Approved	8/30/2022 - 10:55 AM
County Attorney	Fraser, Andrea	Approved	8/30/2022 - 11:50 AM
County Manager	Brady, Christine	Approved	8/30/2022 - 1:39 PM